

SMART's Entry-Level Interactive Whiteboard Systems at eLearning Africa

Fully integrated systems extend company's comprehensive interactive whiteboard line

Dar es Salaam, Tanzania --- May 25, 2011 --- SMART Technologies Inc. (NASDAQ: SMT, TSX: SMA) will be demonstrating its entry-level SMART Board™ 400 series interactive whiteboard systems at eLearning Africa. The 400 series has been designed to better meet the needs of educators throughout EMEA (Europe, Middle East and Africa). The systems include the SMART Board 480iv interactive whiteboard system with a short-throw SMART V25 projector and the SMART Board 480iv-A interactive whiteboard system with a SMART V25 projector and integrated speakers. They round out a comprehensive interactive whiteboard offering that includes the SMART Board 600 series interactive whiteboard line and the recently announced SMART Board 800 series interactive whiteboard line. Using SMART's patented DVIT™ (Digital Vision Touch) technology, the 400 series systems provide a fully integrated, low-cost interactive whiteboard option that recognizes both pen and finger inputs and supports Microsoft® Windows® and Linux® operating systems. The 400 series also ship with award-winning SMART Notebook™ collaborative learning software, used by educators in more than 175 countries to create and deliver interactive lessons. In the spring of 2011, SMART Notebook software will support the new common file format for digital content and the upgrade will be available without charge to SMART customers. The 400 series systems are now available and replace the SMART Board V280 interactive whiteboard system and the SMART Board 680V interactive whiteboard system.

Entry-level SMART Board 400 series interactive whiteboard systems provide a fully integrated, low-cost multimedia option that enables educators to create engaging lessons and support a variety of learning styles. Educators and students can interact with content using an interactive whiteboard pen, finger or any other pointing device or stylus. The integrated, short-throw SMART V25 projector is 3D ready, enabling educators to incorporate 3D multimedia, video and digital content into classroom lessons to engage learners. The SMART Board 480iv-A includes a pair of 20W speakers to heighten the learning experience and ensure that all students can hear and engage with multimedia. Educators also have access to the SMART Exchange™ website (exchange.smarttech.com), an online community that offers more than 51,000 digital resources available in 20 languages via 43 country-specific sites. The 400 series systems integrate seamlessly with SMART's other education products, including the SMART Document Camera™, SMART Notebook Math Tools software and SMART Response™ interactive response systems. They also offer a 4:3 aspect ratio and standard display size of 77" (195.6 cm) on the diagonal. Additional information on each can be found at smarttech.com/SMARTBoardUK.

"Demand for interactive whiteboard systems continues to increase in EMEA, where educators require easy-to-use, cost-effective products that make the most of both their class time and limited budgets," says Nancy Knowlton, SMART's CEO. "These new, entry-level products help ensure that educators with limited resources still have the opportunity to put leading-edge technology products into their classrooms."

Features

Size – 77" (195.6 cm) on the diagonal

Aspect ratio – 4:3

Precision touch – Provides direct, precise touch control for accurate data selection and interaction

Finger and stylus input – Receives inputs from a finger, pen tool or any pointing device

Durable surface – Surface is optimized for projection, producing no hot spots, and is compatible with dry-erase markers

Short-throw projector – Extends 37 3/8" (95 cm) from the interactive whiteboard surface to minimize shadows

3D ready – Supports 3D content, images and video

Long lamp life – Up to 4,500 hours in standard mode and up to 6,000 hours in economy mode

Resolution – XGA (1024 x 78)

Lumens – 2,000

Stereo economy speakers* – 20W speakers connect via USB

Warranty – Two-year standard warranty

SMART product integration – Seamless integration with the full range of SMART hardware and software products, including SMART Notebook 10.7 software, which is expected by March 2011

* SMART Board 480iv-A interactive whiteboard system only

SMART Board interactive whiteboard product lines

- The **SMART Board 400 series interactive whiteboard** extends the company's leading interactive whiteboard product offering to include an entry-level option. The 400 series will be available in EMEA in January 2011, and includes the standard (4:3 aspect ratio) SMART Board 480iv interactive whiteboard system with a short-throw SMART V25 projector and the SMART Board 480iv-A interactive whiteboard system with a SMART V25 projector and integrated speakers.
- The **SMART Board 600 series interactive whiteboard** is currently available globally and includes the standard (4:3 aspect ratio) 640, 660, 680 and 690 interactive whiteboards and the 660i4 and 680i4 interactive whiteboard systems, which include integrated projectors. The 600 series also includes the widescreen (16:9 aspect ratio) 690 interactive whiteboard; the widescreen (16:10 aspect ratio) 685i4 interactive whiteboard system, which includes an integrated projector; and the widescreen (16:10 aspect ratio) 685ix interactive whiteboard system, which includes an integrated, ultra-short-throw projector.
- The **SMART Board 800 series interactive whiteboard** offers the most natural and intuitive user experience yet on a SMART Board interactive whiteboard. The 800 series supports multiuser

interaction, common multitouch gestures and object recognition to enable true student collaboration. The new SMART Board 800 series interactive whiteboard will be available globally on January 30, 2011, and includes the standard (4:3 aspect ratio) 880 interactive whiteboard and 880i4 interactive whiteboard system with integrated projector. The 800 series also includes the widescreen (16:10 aspect ratio) 885 interactive whiteboard; the 885i4 interactive whiteboard system, which includes an integrated projector; and the widescreen (16:10 aspect ratio) 885ix interactive whiteboard system, featuring an integrated ultra-short-throw projector.

DViT (Digital Vision Touch) technology

Interactive whiteboards and interactive whiteboard systems with DViT technology use cameras embedded in the interactive whiteboard frame to detect and distinguish inputs made by a finger, fist, interactive whiteboard pen or other object. Optical touch technology offers many advantages over other touch technologies, including effortless zero-force touch, the ability to scale to large sizes and the ability to support multiple touches and multiple users. Globally, SMART has been issued a broad portfolio of patents related to DViT technology with a significant number of patents pending.

The SMART Board 400 series interactive whiteboard line is the second front-projection series introduced this quarter to use DViT technology. The 800 series was announced in October 2010. The 400 series also represents the first branded SMART product to incorporate technology and components from the company's recently acquired subsidiary, NextWindow. DViT technology is also used in SMART's recently announced multitouch, multiuser SMART Board 8070i interactive display.

Pricing and availability

The suggested education price for the SMART Board 480iv interactive whiteboard system is US\$2,434 in Middle East and Africa. The suggested education price of the SMART Board 480iv-A interactive whiteboard system is US\$2,570 in Middle East and Africa. Prices vary by country and may include applicable taxes, duties and import costs. For purchasing information, specifications and a list of authorized SMART resellers, visit smarttech.com.

Image

Download an image of the [SMART Board 480iv interactive whiteboard system](#).

About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

Reader's advisory

Certain information made in this press release are forward-looking information or statements within the meaning of the U.S. federal and applicable Canadian securities laws. By their very nature, forward-looking information and statements involve inherent risks and uncertainties, both general and specific, and risks that predictions, forecasts, projections and other forward-looking information and statements will not be achieved. We caution readers not to place undue reliance on these statements as a number of important factors could cause the actual results to vary materially from the forward-looking information or statements. We do not assume responsibility for the accuracy and completeness of the forward-looking information or statements. Any forward-looking information and statements contained in this press release are expressly qualified by this cautionary statement.

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Please note that SMART is written in all capital letters.